

Spring days are Ford days. When the open road allures, you'll want and need a light, right and economical Ford. But, unless you get yours today you're almost sure to be disappointed. The supply is big, but the demand is bigger.

Our great factory has produced nearly a quarter of a million Model T's. Prices: Runabout, \$525; Touring Car, \$695, f. o. b. Ogden, with all equipment. For particulars get "Ford Times"-an interesting automobile magazine. It's free-from Detroit fac-

JAMES AUTOMOBILE CO. 2612-14 Washington Avenue.

only to carry the load and are not in any way part of the drive system. They are shackled at both ends and are entirely free to act since the drive is all taken up through strut rods. This flexibility results in shocks being taken up in the action of the spring leaves before they reach the chassis.

ELECTRIC GEAR

SHIFT LATEST

sponding to the speed it is desired to use.

The method of this control is a system of electric magnets. There are five of these, one for each forward speed and one for reverse. Two switches are interposed in the line between the battery or generator and the electric magnet, first the one on the steering wheel crresponding to the speed desired.

SHIFT LATEST

When the self-starter was perfected was freely stated that the automo bile had reached its highest state of mechanical perfection and that in future the development would be along the lines of body refinements and finvice. It is an electric magnetic gear shaft, and does away with the laborlous lever shifts.

By this electric gear shift, the usual gear shifting lever is eliminated speed button, already depressed au the first section and the various speeds of buttons tomatically, files back into its neutral A member of conveniently arranged on the spoke of the steering wheel. The buttons are clearly marked, denoting the difthird, fourth, neutral and reverse, so the electrical contact is made, thus extent that it went through both that in operating this device it is only making it impossible to clash or strip houses and was signed by the governecessary to press the button corre- a gear

by the button on the steering wheel when the clutch I: thrown. The shift made instantly.

These buttons are so arranged that no two can be depressed at one time similar to the operation of the auto-matic button telephone. The combina tion of these two switches in the cir-cuit makes it possible for the driver ish. But such is not the case for the when operating say at third speed, in engineers of a factory in designing congested traffic to have the button the 1914 models have introduced a for second speed depressed and be in the 1914 models have introduced a feature that bids well to even eclipse a position to immediately drop back the popularity of the self-starting detection magnetic gear pedal. If, however, he changes his pedal. If, however, he changes his mind and desires to go into fourth old law was probably the greatest it is only necessary to press the freak that ever was placed upon the fourth speed button, when the second statutes of any state, on account of are clearly marked, denoting the dif-erent speeds, such as first, second, always in a neutral position before the humor was appreciated to the

This device permits the gas car to be operated with the case and simplicity of the ordinary electric car, and can be handled by a woman with more comfort, safety and pleasure than has ever been possible heretofore in driving automobiles.

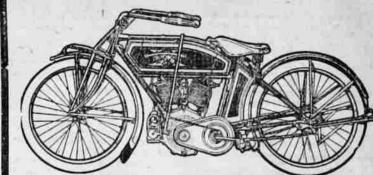
The new cars are also equipped with the U. S. L. electric and starting system and the same accumulator battery charged by the flywheel motor generator that operates this system is used to shift the gears.

#### FREAK AUTO BILL IN A LEGISLATURE

Automobile legislation now demands the most serious consideration of the legislatures of the different states, but the time was when it was very much of a joke. Only two years ago, Kansas passed its first automobile law, and that law was re-

tomatically, files back into its neutral position. The mechanical interlocking of the clutch pedal lever with the bill a few lines appropriate to the nor and is today part of the law of

## 1913 EXCELSIOR TWIN



Fastest and most powerful Motor made. Holds all World's Records from one to one hundred miles. One mile in 36 seconds, made January 7, 1913,

SPEED, POWER AND COMFORT-Don't take the other

## PROUDFIT SPORTING GOODS COMPANY

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## AUTOMOBILE NEWS

### TOUR OF AUTOS THIS SUMMER

Indianapolis, Ind., April 19.-D. S. attle, Sacramento, Oakland and San towns on the proposed route of the Pacific coast tour of the Indiana Alexandracturers. San Diego, and other of the principal cities of the west and especially those

A large part of Mr. Menasco's time was spent in investigating the pos-sibilities of the proposed tour and the attitude of the west toward the In-diana automobile manufacturers. He Europe had the start of this country reception tendered him at all points and especially over the great interest tured before we even got out of our by the dealers, prospective pur-chasers and civic bodies of the west In speaking of the conditions of that section of the country Mr. Menasco

Interest Is Aroused.

"I am, indeed, surprised at the wide interest that is being taken in In fact, people of Los Angeles, Sacramento and San Francisco know more about the tour and talk more about it than the people right here in the center of the Indiana automobile industry. In every city visited as soon as the automobile editors learned that I was in town they call-

ernors of the states extended a most cordial invitation for us to visit them, urging that under no circumstances their city be left off of the proposed flourishes. And they are making good strictly on a quality basis, for in a route. The Oakland chamber of commerce was especially insistent and I have received a letter since my re-turn to the factory from A. A. Denison, secretary of this body, to accept the courtesies of the city of Oak-

cept the courtesies of the city of Oak-land. He promised an escort and entertainment not to be surpassed by any other city. Mr Denison fur-ther urges the use of the Midland trail which terminates in Oakland.

This is but one instance of the in-terest taken in the tour. The cham-ber of commerce of Colorado Springs urged that their city be included in the itinerary. The Denver chamber of commerce, the Automobile Club of Utah, the Reno Automobile club, the Utah, the Reno Automobile club, the San Diego County Auto Owners' club and the Progressive Business Men's club of Portland Ore., all join in a cordial invitation. It is really surpris-ing.

Dealers Co-operate.

"The addition, the automobile deal-"The addition, the automobile dealers themselves have awakened to the been a steadily increasing tendency



#### WE'LL PULL YOU THROUGH

all right if your car meets with an accident, gets stalled for any mechan. ical reason. Don't pass our garage without having us take a look at your auto for fear there may be something wrong. If there is we'll make it right in a Jiffy and insure the success of your trip.

> RACE & GRAY 2093 WASHINGTON AVE. PHONE 688-W.

owners are especially insistent that we come to their city.

"Newspapers through the entire west are devoting columns of space to the tour. They realize fully the benefits to be derived from a tour of this kind and make me wonder if we ourselves are fully awake to the Menasco, vice president of the American Motors company of this city and told benefits that will reflect on Inchairman of the 1912 four states tour dianapolis and Indiana-made cars of the Indiana Automobile Manufac-While this will react primarily on the turer's association, has just returned automobile industry of the state it is from and extended trip through the bound to help and boost every other west. During this trip Mr. Menasco industry. When the tour is run Invisited Denver, Salt Lake City, Los diana will be in the limelight as it Angeles, San Francisco, Portland,

## **USED IN EUROPE**

"In the building of automobile tires returns full of enthusiasm over the by several years," says J. D. Ander-

> swaddling clothes. But American manufacturers have progressed so substantially in the development of pneumatic tires that today they have proven themselves keen contenders in the foreign field. In fact, wherever our tires are placed they soon command a respectful hearing

"One is very apt to hear all sorts of arguments about the comparative of arguments about the comparative merits of American and European tires. Both have their adherents. And perhaps conditions here and abroad are so vast, different that there is little enlightenment to be gained from wide generalities. "However, when native and foreign

ed on me for some statement regarding the tour.

"The mayors, presidents of the commercial clubs, chambers of commerce and in some instances the gov-

"No one will seriously question the fact that American tires are making good in Europe; in fact, all around the world wherever the motor car majority of instances it is necessary to charge more for them, owing to duties and other foreign costs, then European tires can be sold for.

"However, in spite of this extra cost there exists at the present time quite a big foreign demand for our tires and shipments abroad are grow-

#### FLEXIBILITY OF CARS IMPORTANT

"Putting easy riding on a mathematical basis is a new way of getting at comfort," says Murray Page. "But that is the way the problem has been approached by engineers

publicity and sales value of this tour among buyers of high-grade cars to and in nearly every city the dealers consider the question of how a car have gotten together in an effort to rides before they place their order influence us in the selection of a in making demonstrations we are often asked to drive over rough roads and with our cars it is a pleasure for

us to make this test,
"A fact which few of us realize, but which is oftentimes painfully true, is that driving over ordinary city streets is about the hardest test you can make of the real riding ease of a car. Uneven pavements, broken asphalt, numerous street car crossings and unpaved side streets all present difficulties which are frequently harder to surmount than ev-

"Pavements result in a rapid series of short, quick jerks that produce a most disagreeable and tiring vibra-tion unless they are absorbed in proper sent cushions. Street car crossings and holes in the asphalt, like deep ruts, produce a severe jouncing strain that must be taken

up in the springs. "In building a car that will ride comfortably under the varied conditions of driving about town and taking long cross-country tours, features must be carefully considered. First, is easy riding in the chassis; second, is easy riding in the uphol-

"The chassis can be made to elim-inate the first shocks of rough roads, while properly built upholstery can be made to add the final touch of luxury. The problem becomes one for both the engineer and the upholsterer, and even in the develop-ment of the upholstery the work of an engineer is necessary, for the deepest cushions do not seem to give satisfactory riding ease unless reconciles.

properly constructed.

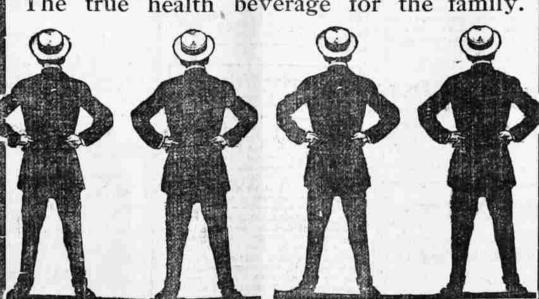
The first place to get at easy riding in the chassis is in the spring suspension. The rear springs act "Better by test than all the rest"



When you see a bottle think of \_\_\_

# BECKER'S BEST

The true health beverage for the family.



Order from your Ogden Dealer Becker Brewing & Malting Co. Ogden, Utah.

the state. The following is the sec- them and to keep them is to make this fact apparent.
"There is hardly a line where ser

Chapter 67. Session Laws of 1903. Regulating the use of automobiles

'An act in relation to automobiles and motor vehicles, regulating their speed and operation on the public highways in this state, providing for highways in this state, providing for applicable to the public highways in this state, providing for applicable to the providing their proper equipment and providing penalties for the violation there-

"BE IT ENACTED BY THE LEG-ISLATURE OF THE STATE OF **AUTOMATIC SPARK** 

"Section 1. That the term 'auto-mobile' and 'motor vehicle,' as used in this act, shall be construed to include all types and grades of motor vehicles propelled by electricity, steam, gasoline, or other source of Nothing in this section shall be construed as in any way preventing, obstructing, impeding, embarrassing, or in any other manner or form infringing upon the prerogative of any political chaffeur to run an automobili- hill climbing, heavy roads, etc. ous band-wagon at any rate he sees fit compatible with the safety of the occupants thereof; provided, however, that not less than ten nor more than as the speed of the engine increases twenty ropes be allowed at all times the spark is automatically advanced to trail behind this vehicle when in and is automatically retarded as the motion, in order to permit those who engine speed decreases. It automathave been so fortunate as to escape with their political lives an opportuniary be caused by either too much with their political lives an opportun- may be caused by either too much lity to be dragged to death; and pro- or insufficient spark advance. vided further, that whenever a mangled and bleeding political corpse implores for mercy, the driver of the vehicle shall, in accordance with the provisions of this bill, 'throw out the

**CONTROL INVENTED** 

"For years efforts have been made by ignition experts to devise a meenergy, commonly known as automo-biles, motor vehicles, or horseless carriages, using the public highways and not running on rails or tracks. constant attention to the spark lever,"
says Don Lee. "Ordinarily, if the
driver is to get the maximum results
from his engine he must be constantly shifting the spark lever to meet varying conditions of travel speed,

"The problem has been solved by

"The driver can set his spark lever when he starts out and then forgets

Support for Kipling.

\*Professor Dyche, state game warden, says 'the tomcat is the most deadly enemy birds have.' A she cat will catch three birds to a tomcat's The forcat has sins enough to answer for without being accused falsely."-Sedan (Kan.) Times-Star.

## **AUTOIST SHOULD** WATCH THE TIRES

"The way for an automobile leader to build up a tire business and to get a fair profit is to render service. "That means, for one thing, to give advice on the care of tires. Advise on proper inflation. Tell buyers how tires become damaged. Point out the need for prompt repair of any little injury, and supply the means for re-

"Tell men how oil will injure tires. Tell how moisture rots the fabric. Tell the wasteful careless methods which double tire upkeep. "Show men how injured tire can be easily repaired. Point out the need for a repair kit carried in the

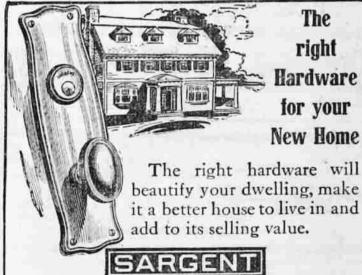
"Show how tires which are often sent to the scrap heap can be made to render hundreds of miles of serv-ice. And keep on hand all the means we supply for getting this extra serv-

"Let car owners know you handle

these accessories by displaying them in the show case. "You can save your customers, if you will, a very large part of their, tire expense. And the way to get United States Tires

> cut down tire bills

United States Tire Co. 132 E. 2nd So. St., Salt Lake City, Utah.



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monize with every style and period of architecture. Wearing quality the best that honest materials and skilled workmanship can produce. Before you build or remodel, let us show you Sargent designs.

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